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JULY
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JULY		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	10598	14310	74.06	1.48	1.56
(Concord)	4584	8066	56.83	.64	.88
(Eagle)	2094	–	–	.29	–
Chrysler	9192	19070	48.20	1.28	2.08
(Le Baron)	3633	7894	49.82	.55	.86
Dodge	23735	40156	59.11	3.31	4.39
(Diplomat)	2153	3591	59.96	.30	.39
(Colt)	3586	6752	53.11	.50	.74
(Challenger)	961	1383	69.49	.13	.15
(Omni)	8091	10666	75.86	1.13	1.17
(Aspen)	5254	9933	52.89	.73	1.08
Plymouth	22607	34091	66.31	3.16	3.72
(Arrow/Champ)	4075	4749	85.81	.57	.52
(Sapporo)	819	1343	60.98	.11	.15
(Horizon)	9899	11786	83.99	1.39	1.29
(Volare)	5978	15101	39.59	.83	1.64
(Gran Fury)	1836	171	–	.26	.02
Chrysler Corp.	55534	93317	59.51	7.75	10.19
Ford	93011	131358	70.81	12.99	14.34
(Fiesta)	5185	8753	59.24	.72	.96
(Pinto)	13948	16386	85.12	1.95	1.79
(Fairmont)	22625	27563	82.08	3.17	3.01
(Granada)	8003	11404	70.18	1.12	1.25
(Ltd II)	229	1726	13.27	.03	.19
(Mustang)	19618	27871	70.39	2.74	3.03
(T'Bird)	9628	15224	63.24	1.34	1.66
Lincoln	5523	7363	75.01	.77	.80
(Mark)	2580	3037	84.95	.36	.33
(Versailles)	440	928	47.41	.06	.10
Mercury	23249	41315	56.27	3.25	4.52
(Zephyr)	5489	8376	65.53	.77	.91
(Monarch)	2596	4234	61.31	.36	.46
(XR7/Cougar)	3643	9099	40.04	.51	1.01
(Capri)	5332	8879	60.05	.74	.97
(Bobcat)	2193	4041	54.27	.31	.44
Linc/Merc. Div.	28772	48678	59.11	4.02	5.32
Ford Motor Co.	121783	180036	67.64	17.03	19.66
Buick	57221	58881	97.18	7.99	6.43
(Skylark)	13786	11154	123.60	1.93	1.22
(Century)	27849	26433	105.36	3.89	2.89
(Riviera)	3384	4146	81.62	.47	.45
Cadillac	15520	21051	73.73	2.17	2.30
(Eldorado)	3697	5004	73.88	.52	.55
(Seville)	2196	2742	80.09	.31	.30
Chevrolet	138316	197434	70.06	19.32	21.58
(Chevette)	27658	38782	71.32	3.86	4.26
(Monza)	12552	12839	97.76	1.75	1.40
(Camaro)	10313	18505	55.73	1.44	2.02
(Citation)	33009	31342	105.32	4.62	3.42
(Malibu)	21300	30928	68.87	2.97	3.38
(Corvette)	3059	3323	92.06	.43	.36
(Monte Carlo)	12300	23293	52.81	1.72	2.54
Oldsmobile	66635	82311	80.96	9.30	8.99
(Omega)	7746	4966	155.98	1.08	.54
(Cutlass)	38366	46622	82.29	5.36	5.09
(Toronado)	2876	3719	77.33	.40	.41
Pontiac	49323	69530	70.94	6.89	7.59
(Sunbird)	10581	9065	116.72	1.48	.99
(Phoenix)	8799	8235	106.85	1.23	.90
(Lemans)	6156	10521	58.51	.86	1.15
(Firebird)	6900	12745	54.14	.96	1.39
Gen. Mtrs. Corp.	327015	429207	76.19	45.67	46.89
Misc. Domestic	164	410	40.00	.02	.04
Other Import	201051	198317	101.38	28.07	21.66
U.S. Total	716145	915597	78.22		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	90336	86033	105.00	1.75	1.40	156926
(Concord)	39656	50634	78.32	.77	.83	83231
(Eagle)	16946	–	–	.33	–	11184
Chrysler	74679	134351	59.31	1.54	2.18	243642
(Le Baron)	36018	56691	63.53	.70	.92	100181
Dodge	182583	277406	65.82	3.54	4.50	442260
(Diplomat)	17704	26845	65.97	.34	.44	45852
(Colt)	34378	39545	86.93	.67	.64	60656
(Challenger)	7469	9506	78.57	.14	.15	14217
(Omni)	60705	82802	73.31	1.19	1.34	121040
(Aspen)	36810	68331	53.87	.71	1.11	117395
Plymouth	174220	244867	71.15	3.37	3.97	381844
(Arrow/Champ)	37344	36383	122.41	.72	.49	46352
(Sapporo)	5788	8153	70.99	.11	.13	12267
(Horizon)	73648	97944	75.19	1.43	1.59	163477
(Volare)	49080	99610	49.27	.95	1.62	166026
(Gran Fury)	8366	2998	278.85	.16	.05	3778
Chrysler Corp.	430482	656624	66.47	8.45	10.65	1067946
Ford	690542	949456	72.73	13.36	15.40	1552097
(Fiesta)	41155	46702	88.12	.80	.76	76919
(Pinto)	93516	119605	78.19	1.81	1.94	183546
(Fairmont)	182703	194054	93.86	3.54	3.16	333456
(Granada)	46133	88872	51.91	.89	1.44	141375
(Ltd II)	2772	21923	12.64	.05	.36	28466
(Mustang)	144833	182156	79.51	2.80	2.95	295511
(T'Bird)	87970	112300	78.33	1.70	1.82	210249
Lincoln	44592	76923	57.97	.86	1.25	128262
(Mark)	22378	29861	74.94	.43	.49	54597
(Versailles)	3563	8028	44.38	.07	.13	13539
Mercury	194714	304868	63.87	3.77	4.94	498326
(Zephyr)	50791	59278	85.68	.98	.96	95787
(Monarch)	17022	34841	48.86	.33	.57	54558
(XR7/Cougar)	37271	72577	51.35	.72	1.18	122808
(Capri)	39652	56387	70.32	.77	.91	88734
(Bobcat)	18169	27909	65.10	.35	.45	43067
Linc/Merc. Div.	239306	381791	62.68	4.63	6.19	626588
Ford Motor Co.	929848	1331247	69.85	17.99	21.59	2178685
Buick	393412	394822	99.64	7.61	6.40	687182
(Skylark)	96661	48324	200.03	1.87	.78	109458
(Century)	163720	178497	102.93	3.56	2.89	301885
(Riviera)	22949	31970	71.78	.44	.52	49587
Cadillac	123878	178189	69.52	2.40	2.89	307897
(Eldorado)	27847	37696	73.88	.54	.61	61060
(Seville)	21232	24859	85.41	.41	.40	44216
Chevrolet	1030575	1250084	82.44	19.95	20.28	2106404
(Chevette)	222122	223870	99.22	4.30	3.63	363044
(Monza)	83156	90004	92.38	1.61	1.46	139073
(Camaro)	72988	134104	54.40	1.41	2.18	203904
(Citation)	224324	141581	158.44	4.35	2.30	291615
(Malibu)	150978	204557	73.81	2.92	3.32	337164
(Corvette)	21176	23150	91.47	.41	.38	40164
(Monte Carlo)	92044	153196	60.09	1.78	2.48	265110
Oldsmobile	461161	550414	83.78	8.92	8.93	931836
(Omega)	48552	22535	215.45	.94	.37	46495
(Cutlass)	261924	295677	88.58	5.07	4.79	510757
(Toronado)	20817	29565	70.41	.40	.48	45354
Pontiac	354426	465019	76.22	6.86	7.54	774525
(Sunbird)	70912	55747	127.20	1.37	.90	86849
(Phoenix)	56106	38095	147.28	1.09	.62	74560
(Lemans)	46368	71425	64.92	.90	1.16	115301
(Firebird)	54295	98546	55.10	1.05	1.60	150048
Gen. Mtrs. Corp.	2363452	2838528	83.26	45.74	46.04	4807844
Misc. Domestic	2011	2751	73.10	.04	.04	4052
Other Import	1345154	1250089	107.60	26.03	20.28	2140642
U.S. Total	5167283	6165272	83.81			10356695

UNITED STATES SUMMARY

(Mazda Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	21116	9.50	140821	211913	66.45	9.24	10.26
Plymouth	2327	1.05	17582	11720	150.02	1.15	.57
Ford	70485	31.71	486084	663554	73.25	31.90	32.13
Chevrolet	67047	30.17	462083	661358	69.87	30.31	32.03
G.M.C.	16424	7.39	114077	160223	71.20	7.48	7.76
I.H.	6580	2.96	36324	67158	54.09	2.38	3.25
Jeep Truck	7179	3.23	49087	83659	59.39	3.20	4.05
Mack	1561	.70	13016	17868	72.81	.85	.87
Kenworth	883	.40	7326	8581	85.37	.48	.42
Peterbilt	459	.21	4406	5501	80.09	.29	.27
Freightliner	744	.33	6748	7544	89.45	.44	.37
White	723	.33	4754	7668	62.00	.31	.37
Misc.	26721	12.02	181489	158032	114.84	11.91	7.65
U.S. Total	222249		1524391	2064779	73.83		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	56646	80477	3511	187	–	–	–	–
(Dodge 1)	38038	51460	1370	–	–	–	–	–
Plymouth *	11951	5631	–	–	–	–	–	–
Ford	148478	296071	407	–	–	11886	20385	8857
(Ford 2)	61440	98060	–	–	–	–	–	–
Chevrolet	222654	220085	726	–	951	7580	8211	1876
(Chevrolet 3)	99879	63955	–	–	–	–	–	–
G.M.C.	31639	58248	5	–	407	5442	8510	9826
(G.M.C. 4)	5785	16060	–	–	–	–	–	–
I.H.	–	9777	–	–	–	7236	8730	10581
Jeep Truck	30779	18908	–	–	–	–	–	–
(Jeep 5)	30779	14092	–	–	–	–	–	–
Mack	–	–	–	–	–	213	–	12797
Kenworth	–	–	–	–	–	–	–	7326
Peterbilt	–	–	–	–	–	–	–	4406
Freightliner	–	–	–	–	–	–	–	6748
White	–	–	–	–	–	–	–	4754
Misc.	177303	10	12	6	15	1782	1324	1337
Total	679150	689207	4661	193	1373	34139	47160	68508
1979 Total	749618	975102	30488	4338	1593	80938	27402	98100
1980 VS '79	90.94	64.11	15.29	4.45	86.19	42.18	172.10	69.83

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF ILLINOIS ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.